

26 JAN 1968

SOC 4.01.1

Time
Newsweek
U.S. News & World Report

MAGAZINES

Gains & Losses

Many factors were involved—doubts about the economy, automotive strikes and the continuing inroads made by television—but their cumulative effect was to shrink magazine advertising revenue somewhat last year. General magazines showed the sharpest decline. Though still carrying far more advertising than any other publication, *LIFE* was down almost \$14 million, to \$155,700,000. *Look* was down more than \$3,000,000, to \$77,000,000; the *Reader's Digest* had a drop of \$12 million, to \$48,600,000. Of the Curtis publications, the already shaky *Saturday Evening Post* showed a drop of more than \$2,600,000 and *Holiday* was off half a million, but the *Ladies' Home Journal* registered a gain of almost \$2,000,000.

Two newsweeklies showed a substantial gain. *TIME* was up more than \$3,000,000, to \$89,500,000; *Newsweek* also increased some \$3,000,000, to \$46,600,000. *U.S. News & World Report*, on the other hand, was down \$200,000, to \$25,800,000. Most specialty magazines showed impressive gains. *TV Guide* was up more than 8%, to \$45,800,000. *Forbes* rose 28%, to \$6,600,000. The fashion magazines were equally buoyant. So were *Saturday Review*, *Scientific American*, *Popular Mechanics*, *'Teen*, *Skiing*, *Flying*, and the automotive magazines.

If further proof was needed that smartly packaged sex sells, 1967 furnished it. By linking sex with the swinging life, *Playboy*, whose circulation spurted 28% to 5,000,000, saw its ad revenue rise 19% to \$20,500,000. By making sex seem as routine and casual as teeth-brushing or hair-setting, Helen Gurley Brown's *Cosmopolitan* slipped into something comfortable—an ad revenue increase to \$3,600,000, which isn't a very high figure, but for *Cosmopolitan* it was a 50% gain.